

Message Text

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GENEVA FOR AMBASSADOR ANDREW YOUNG; PARIS FOR NESCO

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TAGS: SOPN, PORG, UNESCO, YO

SUBJECT:PRE-UNGA CONSULTATIONS: YUGOSLAVIA

1. FOLLOWING IS ADDENDUM TO YOUR BRIEFING BOOK FOR CONSUL-
TATIONS IN YUGOSLAVIA, DEALING WITH MASS COMMUNICATION
QUESTION. YUGOSLAVIA'S LEADERSHIP IN NONALIGNED MOVEMENT
ON THIS ISSUE LENDS IT SPECIAL IMPORTANCE IN YOUR CONSULTA-
TIONS.

2. BACKGROUND: YUGOSLAVIA, THROUGH ITS NATIONAL NEWS
AGENCY, TANJUG, HAS BEEN THE LEADER IN THE DEVELOPMENT OF
THE NONALIGNED NEWS AGENCIES POOL (NANAP), WHICH IS THE
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FUNCTIONAL CENTERPIECE OF THE "NEW INTERNATIONAL INFORMATION
ORDER" BEING PROMOTED BY THE NONALIGNED NATIONS. THE
YUGOSLAV APPROACH IS HIGHLY PRAGMATIC AND ACTION-ORIENTED,
IN SHARP CONTRAST TO THE INFLAMMATORY AND SECTARIAN
RHETORIC OF SOME OF THE NONALIGNED ACTORS, WHICH STIRRED
DEEP SUSPICION AMONG WESTERN MEDIA WHEN THE NANAP WAS
PROCLAIMED IN MEETINGS TWO YEARS AGO. ACTUALLY, TANJUG

HAD INITIATED ITS NEWS-SHARING OPERATION UNILATERALLY IN JANUARY 1975, AND IT WAS OFFICIALLY BAPTIZED THE NANAP IN THE NONALIGNED CONFERENCES OF NEW DELHI AND COLOMBO IN THE SUMMER OF 1976. IT IS A GOING CONCERN, BUT IS BESET BY PREDICTABLE PROBLEMS: THE DUBIOUS NEWS VALUE OF MANY ITEMS SUBMITTED TO THE POOL AND THE ADVERSE ECONOMIES OF SCALE IN OPERATING A THIN BUT FAR-FLUNG INFORMATION NETWORK.

3. THE YUGOSLAVS HAVE INSPIRED CREDIBILITY IN THEIR ASSERTION THAT THE POOL IS INTENDED TO SUPPLEMENT, NOT SUPPLANT, EXISTING INTERNATIONAL NEWS OPERATIONS. THE POOL BEING THE ONLY FUNCTIONING ORGANISM OF THE NEW INFORMATION ORDER, THE YUGOSLAVS HAVE CONSISTENTLY PREACHED AND PROMOTED MODERATION WITHIN THE MOVEMENT.

4. UNITED STATES POSITION: WE ACKNOWLEDGE THE CONSTRUCTIVE AND MODERATE ROLE THAT YUGOSLAVIA HAS PLAYED IN THIS SECTOR. DEPARTMENT OF STATE AND THE INTERNATIONAL COMMUNICATION AGENCY OFFICIALS HAD A PARTICULARLY USEFUL MEETING WITH FEDERAL INFORMATION MINISTER MUHAMED BERBEROVIC AND HIS PARTY DURING THEIR WASHINGTON VISIT IN APRIL.

5. ALTHOUGH OVERT YUGOSLAV SUPPORT FOR THE UNITED STATES POSITION ON THE UNESCO MASS MEDIA DRAFT DECLARATION IS NOT LIKELY, THEY HAVE A STAKE IN A MODERATE OUTCOME ON LIMITED OFFICIAL USE

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THE ISSUE. THUS IT IS IMPORTANT THAT THEY HAVE A GOOD UNDERSTANDING OF THE UNITED STATES POSITION AND A SENSE OF THE SIGNIFICANCE WE PLACE ON THIS ISSUE. CHRISTOPHER

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